

*"Despite a large available labor pool attracting and hiring skill labor is **MORE** difficult today than ever before"*

This report explains why...

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The Top 11 Issues Facing Contractors & Engineering Firms Heading Into 2011

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Ranger
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The Labor Market Is Not What It Seems:

You've been reading the news but here's reality from the streets.

The downturn in the economy has affected construction and engineering firms dramatically, however "How they've been affected" might surprise you.

Much has been written about the high unemployment rates and the flood of qualified people in the marketplace. There's no disputing that jobs have been cut across the board.

However, according to a recent BirdDog survey of Construction and Engineering firms:

The amazing amount of available talent in the marketplace has created substantial barriers to finding better people faster...and due to cuts and fat trimming, firms are still making "Panic Hires" vs. consistently building a bench of talent.

Our recent survey highlights that a flood of unqualified applicants overloading pared down HR departments/hiring managers AND a lack of pro-active and ongoing recruiting methodologies are the **MEGA-CONCERNS** for an industry ready to rebound.



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Careful analysis will demonstrate that cost cutting in candidate tracking and acquisition is...well...costly.

When the most recent downturn became reality employers started buckling down. New construction starts were going to be scarce, competition was on the rise and trimming the fat by department was the first point of attack. This approach was logical, but it created the conditions for a perfect storm taking shape now.

Management and frontline employees were being asked to do more with less. Planning for new projects became increasingly difficult.

Two of the first cost cutting areas were employee rosters and the HR groups that satisfied the need for new talent.

Recruitment and recruitment advertising budgets decreased. The systems that helped employers cultivate a bench or pool of qualified individuals were no longer necessary, right?

Administrative support in the HR departments or *in some cases entire HR departments were cut*. HR responsibilities were placed on the shoulders of senior management who were already balancing many responsibilities.

Our recent survey indicates that many companies took it too far.

Fast forward to today.

New construction starts are increasing in many markets. Engineering firms and contractors are under pressure to execute.



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Companies are doing everything necessary to find new business. Jobs are starting to come back.

However, with all the new people on the open market, the volumes of applications coming into these companies have increased dramatically making the process unmanageable.

For an industry that entered the downturn with a depleted talent supply, these new job seekers only made it more difficult to find that needle in a haystack, the superstar.

HR departments and senior management are spending substantial time **screening out** more unqualified people than they are **screening in** the qualified people they need to grow their business.

The cost cutting steps that were necessary and reasonable have been negated by the additional amount of time spent on screening candidates and high fees associated with turning to Headhunters for assistance that would normally come from their HR departments.

What lessons have been learned?

Now that we see some light at the end of the tunnel, we can summarize some takeaways and plan for the future. We've all learned that:

- * We can do much more with much less
- * Humans are the most valuable resource we have
- * Cultivating an ongoing bench of talent is cost-effective
- * Panic hires are costly (recruiters/head hunters)
- * High volumes of paper applications and email resumes are a nightmare to manage (and possibly a big legal liability)



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What Should I Do Now?

If your business is already hopping again changing your ways can be challenging.

If you have yet to experience a boost in business, you're probably not looking to spend money.

In both cases, we suggest you examine the following critical factors:

1. The last time you had to make a panic hire how did it work out after 6-12 months?
2. Did you use a recruiter/head hunter to fill a position?
3. Do you have digital and paper files in stacks from recent job searches and are those properly managed to avoid liabilities in your hiring practices?
4. Do have an "Office Manager who has everything perfectly organized with spreadsheets and other custom systems that reside in his or her head?
5. If you posted online, did you have to post multiple times in multiple places to fill the position and achieve your diversity needs?
6. Does each new candidate search start from scratch?
7. Were you alerted automatically when "The Perfect Candidate" who's currently at your competitor started searching for a new position?

Now that you've pared down and stretched the HUMAN resources to their absolute limit, the BirdDog team suggests that you put technology to work for you at a fraction of the cost of hiring office staff.

When amortized across the entire HR/administrative budget for most small-to-medium sized companies, a Candidate Acquisition & Tracking Solution pays for itself in a few days.



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What Are the Next Steps?

If you'd like to engage in a conversation of discovery about what a Candidate Acquisition & Tracking Solution will bring to your organization, we'd be honored. If you found this report valuable, please pass it on. If you printed it out, please consider using the back of the pages as scratch paper or recycling them right away. If you didn't think it added much value to the conversation, please let us know by emailing Doug Mitchell (dmitchell@birddogjobs.com). I'm the Vice President of Marketing here at BirdDog and I need to know what YOU think.

Here are a few pathways to head down...so please choose what's *the best fit for you, your needs, and your timelines*.

1. I'd like continue my education in this area but would like to do so on my own as I'm just starting my search.

Please visit <http://blog.birddogjobs.com/feeds> and select the type of news, education, and ongoing instruction you'd like to receive. If you prefer email, please visit <http://blog.birddogjobs.com/> and fill out the form on the home page.

2. I'd like to see more about how these solutions work, but I do NOT want a sales pitch!

Please visit <http://blog.birddogjobs.com/upcoming-webinars/> and join us for a BirdDog University demonstration of our approach and how it applies to specialized industries like yours.

3. I know I need this but I'd like to compare your solution to others I'm checking out.

Please email sales@birddogjobs.com and include your company location and we'll get with you right away to schedule a personal one-on-one demonstration to get into specifics. If you're ready...we'll be here.



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4. After reviewing BirdDogJobs.com, I know this is exactly what I'm looking for and I'd like you to call me now.

No problem, just visit <http://blog.birddogjobs.com/> and fill out the form on the home page and be sure to include your phone number. We'll call you immediately. We LOVE it when our solution becomes the obvious choice to fill your needs.

Thanks for spending your amazingly valuable time reading our material. We will continue to improve and deliver the kind of information you need to save money, save time, and reduce hassles in the hunting and tracking process in YOUR *specialized* industry.



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Actual Survey Data - Top 11 Issues

Rank	Topics
1	How to hire better people and do more with less
2	Avoiding panic hires through pro-active recruiting
3	How to get rid of paper applications and Go Green!
4	Tired of paying for expensive Headhunters/Recruiters
5	Cutting costs in your HR budget without sacrificing deliverables
6	Management team is wearing too many hats - HR being one of them
7	Federal Contractor Specifications - recruitment advertising and EEO compliance
8	Using multiple job seeker resources takes too much time
9	We don't find the time to recruit until it's too late
10	Paper application screening, sorting and storing slows us down
11	When it comes to recruiting for our industry, I don't know what I don't know



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